

KFXA & KFXB Sample Package

KFXA & KFXB is Eastern Iowa's hottest new television combo and we're giving our new clients the opportunity to sample the stations at an unheard of rate!

M-Su 7-10p Prime 20x M-F 10p-12m Nite 20x Sa/Su 10a-6p Weekend 20x Total 100x	mvesumem		spires 10/31/95	92, 300
M-Su 7-10p Prime 20x M-F 10p-12m Nite 20x Sa/Su 10a-6p Weekend 20x	Investment			\$2,500
M-Su 7-10p Prime 20x M-F 10p-12m Nite 20x	Total			100x
M-Su 7-10p Prime 20x	Sa/Su	10a-6p	Weekend	20x
	M-F	10p-12m	Nite	20x
ivi-r 3-/p Evening 20x	M-Su	7-10p	Prime	20x
M.E. 5.7n Evening 20v	M-F	5-7p	Evening	20x
M-F 10a-230p Day 20x	M-F	10a-230p	Day	20x

No one disputes the power of television and this is your opportunity to tap the power of the medium at a price that any business can afford.

Witness for yourself how Eastern Iowa's Fox combo can sell your products and make your business grow!

KFXA & KFXB - Rate Card

Rotator			
M-F	10a-230p	Day	20
M-F	5-7p	Evening	125
M-F	7-10p	Prime	225
M-F	10p-12m	Nite	40
Sa-S	10a-6p	Weekend	45
Day			
M-F	10-11a	Gabrielle	30
M-F	11a-12n	Danny B	30
M-F	12n-1p	Gordon Elliot	35
M-F	1-2p	Donahue	70
M-F	2-230p	Doogie Howser	30
Evening			
M-F	5-6p	Jerry Springer	115
M-F	6-630p	Cops Evening (KFXA)	140
M-F	6-630p	Evening News (KFXB)	75
M-F	630-7p	Current Affair	140
Prime			
Mon	7-8p	Melrose Place	350
Mon	8-830p	Partners	200
Mon	830-9p	Ned & Stacey	200
Tue	7-9p	Fox Movie	250
Wed	7-8p	Beverly Hills 90210	400
Wed	8-9p	Party of Five	300
Thr	7-730p	Living Single	200
Thr	730-8p	The Crew	200
Thr	8-9p	NY Undercover	200
Fri	7-8p	Strange Luck	150
Fri	8-9p	X-Files	350
M-F	9-10p	Baywatch	180
Sat	7-730p	Martin	180
Sat	730-8p	Preston	180
Sat	8-830p	Cops	220
Sat	830-9p	America's Most Wanted	220
Sat	9-10p	Baywatch	220
Sun	6-7p	Space	180
Sun	7- 73 0p	Simpsons	250
Sun	730-8p	Too Something	180
Sun	8-830p	Married with Childern	260
Sun	830-9p	Misery Loves Company	200
Sun	9-10p	Baywatch Nights	190

	10-1030p	Cops (KFXA)	75
	10-1030p	Late News (KFXB)	100
	1030-11p	AMW Final Justice	35
	11-12m	Stephanie Miller	35
	12m-1a	Northern Exposure	25
nd			
	12n-2p	Saturday Movie 1	40
	2-4p	Saturday Movie 2	40
	4-430p	Empty Nest	35
	430-5p	Golden Girls	35
	5-6p	Lands End	40
	6-7p	Baywatch Nights	150
	930-10p	Sweet Valley	55
•	10-1030a	Mike Holmgren Show	40
	1030-11a	This is the NFL	125
	11a-12n	NFL Pre-game Show	200
	12n-6p	NFL Football	700
09 /10	7-10p	Emmy Awards	200
	6-10a	AM Kids	125
	230-5p	PM Kids	175
	6a-12n	Sat Kids	110
		10-1030p 1030-11p 11-12m 12m-1a nd 12n-2p 2-4p 4-430p 430-5p 5-6p 6-7p 930-10p 10-1030a 1030-11a 11a-12n 12n-6p 109 /10 7-10p	10-1030p Late News (KFXB) 1030-11p AMW Final Justice 11-12m Stephanie Miller 12m-1a Northern Exposure nd 12n-2p Saturday Movie 1 2-4p Saturday Movie 2 4-430p Empty Nest 430-5p Golden Girls 5-6p Lands End 6-7p Baywatch Nights 930-10p Sweet Valley 10-1030a Mike Holmgren Show 1030-11a This is the NFL 11a-12n NFL Pre-game Show 12n-6p NFL Football 109 /10 7-10p Emmy Awards 6-10a AM Kids 230-5p PM Kids

KFXA & KFXB Fall Schedule

#N/A

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
600a			Bananas			Dargon Ball	Bell's Book.	600a
30			Blinky Bill			Happt Ness		30
700a			Disney			P. Rangers		700a
30			Fox Kids			Masked Rider		30
800a			Disney			Eek		800a
30			Disney			Life with Louie		30
900a			Disney			Spider Man		9C Ja
30			Dinosaurs			The Tick	Sweet Valley	30
1000a			Gabrielle			X-Men	M. Holmgren	1000a
30						C. SanDiego	This is NFL	30
1100a			Danny B			Kids	NFL	1100a
30			•			Kids	Pre-Game	30
1200n			Gordon Elliot			Sat.	NFL Football	1200n
30						Movie	Game 1	30
100p			Donahue			1		100p
30			3 31131133					30
200p			Doogie Howser	•		Sat.		200p
30			Littlest Pet Shor		····	Movie		30
300p			Taz-Mania	<u> </u>		2]	300p
3000			X-Men			4	NFL Football	3000
400p			Batman & Robin			Emph Nort	Game 2	400p
30						Empty Nest	Gaine 2	30
			Power Rangers	j		Golden Girls		
500p			Jerry Springer			Lands End		500p
30			denta i			<u> </u>		30
600p	,	Cops	(KFXA) News (Baywatch		600p
30			A Current Affair			Nights		30
700p	Melrose	Fox	90210	Living Single	Strange	Martin	Simpsons	700p
30		Movie		The Crew	Luck	Preston	2 Something	30
800p			Party of 5	NY	X-Files	Cops	Married	800p
	Ned & Stacey			Undercover		AMW	Misery Loves	30
900p			Baywatch			Baywatch	Baywatch	900p
30				<u></u>			Nights	30
1000p			(KFXA) News (Siskel/News	?/News	1000p
30		America's	Most Wanted F		nor particular as to the same of the same	Mad TV	Sports Mach.	30
1100p			Stephanie Miller	r			Current	1100p 30
30						HBO	Affair	
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TIM ATTERBERG ACCOUNT EXECUTIVE

KFXA-TV 605 BOYSON ROAD N.E. CEDAR RAPIDS, IA 52402

PHONE (319) 393-2800

FAX (319) 393-9666



May 1996 NIELSEN FOR CEDAR RAPIDS-WATERLOO & DUBUQUE, IOWA



REVIEW QUESTIONS

- 1. What is the fastest growing TV station in Eastern Iowa?
- 2. What TV station has both the World Series and Super Bowl XXXI?
- 3. Which TV station has shown the largest explosive growth in the most desired key 18-34 and 18-49 demographics?
- 4. Which TV station has the top ranked newscast serving the Dubuque area and will soon expand its coverage to include Cedar Rapids, Waterloo, and Iowa City?
- 5. How can you see a dramatic increase in your sales? (Hint: The answer can be found at (319)393-2800)
- 6. What are you waiting for

^{*}Rating information is from February '96 Nielsen and May '96 Nielsen.

PETRY

STEWART R. STRIZAK

VICE PRESIDENT, GROUP SALES MANGER NATIONAL DIVISION

July 10, 1996

Mr. Bob Allen Vice President/General Manager KCRG-TV Cedar Rapids 2ND AVE/ 5TH ST. S.E Cedar Rapids, Ia. 52401

Dear Bob.

During our solicitation of advertising dollars for KCRG-TV, we are constantly competing with KFXA+. You are aware of the fact that KFXA-TV, like KGAN-TV, is located in Cedar Rapids. KWWL-TV is located in Waterloo, and KFXB-TV is located in Dubuque. KFXA-TV and KFXB-TV are sold as a single entity under the KFXA+ banner. Every station in the market considers Dubuque County as one of the twenty-two counties comprising the Cedar Rapids television market.

The following is a list of national advertisers who we compete with KFXA+ for advertising dollars:

Procter and Gamble

U.S. West

Hardees

Target Stores

Kraft-General Foods

Jeep-Eagle

Ford

Tyco Toys

Principal Health Care

Kellogg

Six Flags

Montgomery Wards

Illinois Tourism

American Family Insurance

Osco Drugs

PETRY

Sandoz
Monsanto
Toys R Us
Honda Motors
Du Pont
Bandai America
Lever Brothers
Twentieth Century Fox
Warner Lambert
Orkin
Lincoln-Mercury Dealers

This list is quite extensive, and the advertisers never make a distinction between Cedar Rapids and Dubuque. They feel that Dubuque is part of the Cedar Rapids market, just like the other twenty-one counties.

If you have any questions, please do not hesitate to call

Cordially yours,

Stewart R. Strizak

Vice President/ Group Sales Manager

Cedar Rapids-Waterloo & Dubuque, IA

May 1996



CEDAR RAPIDS-WATERLOO & DUBUQUE. IA

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Reference Supplement

1995-96

Nielsen Station Index Methodology Techniques and Data Interpretation

E. Television Stations/Channels

1. Station and Cable Channel Definitions

a. Broadcast TV Stations

A Broadcast TV Station provides a signal transmitted on an assigned frequency within its market. The station's signal can be received in a television household over-the-air, by means of a cable converter, via satellite dish or other means of signal distribution.

b. Translators

A Translator is a low powered localized transmitter which automatically picks up the signal of a parent station(s) and retransmits the amplified signal on a different channel. These federal licensed transmitters are identifiable by call letters which include the channel number. They do not originate any programming or commercial content, (if there is origination, the transmitter will be considered to be a Low-Power (LPTV) station. NSI viewing credit is generally given to the parent station.

c. Repeaters/Boosters

A Repeater (or Booster) is a low powered localized transmitter which automatically picks up the signal of a parent station and retransmits the amplified signal on the same channel and does not originate any programming or commercial content, (if there is origination, the transmitter will be considered to be a Low-Power (LPTV) station. For technical reasons, this variation of b. above is rarely used, but is included here to clarify or differentiate between similar sounding terms used by some members of the industry. NSI viewing credit is generally given to the parent station.

d. Total Satellite Stations

Total Satellite Stations are fully licensed for broadcasting on a regular channel assignment but they carry only programming which duplicates entirely the programming and commercial content of a parent station. These satellites do not originate any local or separate programming. NSI viewing credit is generally given to the total satellite station. As an aid in determining precise satellite status, prior to the start of each measurement interval, either the parent or the satellite must attest to Nielsen in writing that the stations will operate during that measurement in accordance with the satellite definition given above. Appropriate forms will be sent to all stations well in advance.

e. Partial Satellite Stations

Partial Satellite Stations are stations which, as a matter of operating economics, are largely dependent on a parent station for most of their programming and commercial support and which meet all of the following criteria:

- (1) A maximum of 35 quarter-hours on average per week of separate localized programming (i.e., programming different from the parent station) other than local news and weather or exempted public service programming. The exemptions will include only features not available for sponsorship or the inclusion of paid announcements of any sort including political and paid religious programming.
- (2) Publicly quoted "combination" or group rates for all national and/or regional advertising offered through a single "Sales Department" operated by the same ownership or general management for both the parent and the satellite for the duplicated programming.

E. Television Stations/Channels (cont'd)

1. Station and Cable Channel Definitions (cont'd)

e. Partial Satellite Stations (Cont'd)

(3) Simultaneous clearing of all commercial content for duplicated programming on both the parent and satellite stations using the same text except: (a) occasional or partial "cut-in" for closer dealer tie-in, test campaigns, etc. and/or (b) during non-simulcast time periods permitted under (1) above.

NSI viewing credit is normally given to the partial satellite.

In connection with the determination of satellite status, prior to the start of each measurement period, Nielsen asks each parent station to provide information relevant to satellite status, utilizing the *Parent/Satellite Programming Information* form provided by Nielsen. These forms are submitted to each parent station for which Nielsen reported a satellite station(s) during the previous measurement period. If this form is not submitted, as requested, with the station's Pre-List (program information). Nielsen will contact the station to confirm the status of the previously designated satellite station(s) for purposes of the upcoming measurement period.

f. Affiliated Groups

Affiliated Groups are any other combinations or stations not covered by groups d. or e. above. This would include stations closely allied part of the time only or available all the time but with member(s) retaining sufficient independence of action to be ineligible for classification d. or e. above.

g. Low Power Television Stations (LPTV)

Low Power Television Stations are stations which are authorized to retransmit the programs and signals of a TV broadcast station and that may originate programming in any amount greater than 30 seconds per hour and/or operate a subscription service (FCC Code of Federal Regulations, Revised as of October 1.1988). Some of the different forms in which an LPTV station may operate are as follows:

- (1) The LPTV station may originate its own programming and/or commercial content and thus operate as an individual station.
- (2) The LPTV station may carry the signal of a local or distant station but insert its own identification, programming and/or commercial content
- (3) The LPTV station may transmit the signal of an Earth Satellite network.
- (4) The LPTV station may operate as part of a network of LPTV stations for programming and insert its own local commercial content.
- (5) The LPTV station may carry the signal of a local or distant station and operate as a translator.
- (6) The LPTV station may carry the signal of a local or distant station and operate as a total or partial satellite of the station.

E. Television Stations/Channels (cont'd)

6. Parent/Satellite Reporting Policy

Report Format Descriptions

The NSI VIP analyses are designed to reflect the "actualities" of commercial television, as far as practical, and without prejudice or favoritism. Where more than one transmitter is used to carry a station's programs or where two or more stations are offered to national advertisers in "package" buys, impartial reporting of appropriate audience estimates is Nielsen's objective.

NSI uses three different types of report formats for disclosure of audience estimates for combinations of transmitters:

a. No Separation

Combination audiences only are reported throughout the NSI VIP with no separate reporting of individual stations. As an example, audiences would be reported in all sections of the VIP as WXXX+ only.

b. Partial Separation

Parent station and combination audiences are each reported in the Daypart section while combination audiences only are reported in all other sections. As an example, both WXXX and WXXX+ would be reported in the Daypart section and only WXXX+ is reported in the Program Average and Time Period sections.

c. Total Separation

Parent station and combination audiences are each reported separately in all sections of the VIP. As an example, both WXXX and WXXX+ would be reported in the Daypart, Program Average and Time Period sections.

The criteria for the selection of the most appropriate reporting format described above is based upon various factors such as the classification of the transmitters, sample adequacy, geographical patterns or signal overlap, competitive needs for individual station estimates and, of course, the potential commercial value of the analysis itself.

The following describes the criteria utilized in determining the appropriate reporting format:

a. No Separation Reporting Format

The "no separation" reporting format is automatic for stations classified as translators or repeaters where there are no options as to the use of the supplementary facilities. It is also an optional format for the reporting of audience estimates involving total or partial satellites under these circumstances:

- (1) The absence of any locally competitive station in either the satellite's or parent's home market (no need for separate reporting), or
- (2) The local competition for both the satellite and the parent station is either from a single source covering the entire geographical spread of the parent/satellite combination or from another multiple source of comparable parent/satellite stations and

E. Television Stations/Channels (cont'd)

6. Parent/Satellite Reporting Policy (cont'd)

- a. No Separation Reporting Format (cont'd)
 - (3) There is no need for a separate local VIP for the home market of the satellite station, or
 - (4) When the geographical patterns of overlap between the parent and satellite may be sufficient to supply multiple choice of service to a substantial portion (25% or more) of the satellite's potential audience and thus unduly complicates both the recording and the reporting of the viewing sources, and
 - (5) Advertising time on the parent or satellite cannot be bought separately.
- b. Partial Separation Reporting Format

The partial separation reporting format is a "middle ground" format which may be used at NSI's discretion for the reporting of audiences involving total satellites, partial satellites or affiliated groups as follows

- (1) For total or partial satellites:
 - (a) When net in-tab samples for the satellite area(s) preclude total separation reporting for quarter-hours or half-hours but are adequate for reporting estimates for parent and the combination by dayparts.
 - (b) For affiliated groups:
 - (c) When commercial interest in separate contributions of parent versus satellite stations is minimal, both from buyers and sellers of TV time in the subject market.
- c. Total Separation Reporting Format (Parent and Combination)

The total separation reporting format is the standard form for presenting NSI audience estimates in complex situations including:

- (1) Varying local competitive considerations.
- (2) Substantial options within given combination offers.
- (3) A realistic commercial need for the separation of audience estimates, including those for total satellites, due to unusual distance, terrain or other factors.
- (4) The parent and/or satellite can be bought separately from the combination.

The formats described above are used to report parent/satellite combinations in the respective Viewers In Profile (VIP) report. NSI Supplementary reports may use a format different from that used in the VIP, depending on the type of data being reported, their intended use and the like.

E. Television Stations/Channels (cont'd)

6. Parent/Satellite Reporting Policy (cont'd)

Viewers In Profile (VIP) Identifications and Covering Text

a. Whenever an NSI VIP report contains total TV audience estimates which include audience contributions of satellite stations or affiliated groups, the market names in the title of the VIP include the satellite locations or a suitable reference to the fact that the market includes satellite(s).

For example:

Wichita-Hutchinson+

+ includes satellite/affiliate areas

- b. Explanations of the satellite/affiliate combinations and references to other VIP(s) in which they may also appear are included in the Special Notes section on page 3 of the appropriate VIP.
- c. Where programs broadcast by the satellite/affiliate are known to be different from those carried by the parent station (except for generic titles such as "News", "Paid Program", "Movie", etc.), reasonable precautions will be taken to indicate mixed programming under the combined call letter entries. When the parent station is operating, but the satellite(s) are off the air, the program name section and the audience estimates for the combined facilities (by individual quarter-hours or half-hours) will show this to be the situation by substitution of suitable symbols referring the user back to parent station data only.
- d. Since all NSI data are based on time period audiences rather than programs per se, users are cautioned to select appropriate single station or combination audience estimates depending on their commercial clearance or contemplated purchase

Viewers in Profile (VIP) Publications for Satellite/Affiliate Stations

Publication of a separate VIP for the satellite/affiliate area (as separate from its measurement) depends on apparent need and demand. NSI normally designates a base market for each commercial TV station, whether or not currently reported or reportable. Where there may be but a single satellite/affiliate operating and it is adequately reported by at least daypart or in combination with another station in the parent market and where there is no demand for a local area VIP on such station, NSI may suspend publication for that satellite area until a change in demand warrants its publication.

Client Agreements on Satellite/Affiliate Stations

While client status has no effect on NSI policies for reporting parent versus parent plus satellite/affiliate audience estimates - other than for frequency of detail or reporting - it is NSI's policy to require agreements from the parent and/or satellite(s) stations of a client's reportable combination in order to insure continued and full understanding (by both NSI and the station) of the subtle variations in operating arrangements which might affect NSI reporting. In the case of non-clients, NSI endeavors to evaluate the applicability of NSI policies to reporting of combined audiences but must rely on voluntary cooperation of outside source evidence to insure the same standards of eligibility for various formats

E. Television Stations/Channels (cont'd)

6. Parent/Satellite Reporting Policy (cont'd)

Client Agreements on Satellite/Affiliate Stations (Cont'd)

By and large, most television stations, directly or through their sales representatives, show remarkable readiness to answer operating questions posed by NSI for purposes such as the above. Conversely, it is NSI's policy to quietly investigate challenges or allegations posed by a station's competition but to rely on sources as free from bias as may be available for final decisions.

Nielsen reserves the right to use its best judgment in unique situations that will create undue confusion in the marketplace or is in conflict with NSI policy in effect at that time.

7. Contests and Special Promotions Policy

Nielsen concurs with the view that activities apparently calculated to influence viewing during measurement periods should be discouraged. Since it is impossible to anticipate the precise nature of all such activities. Nielsen reserves the right to exercise its judgment in questionable cases. In general, when in doubt, it is Nielsen's policy to decide in favor of a special notation, at a minimum.

Nielsen also calls to the attention of its clients the Electronic Media Rating Council (EMRC) resolution regarding diary promotions:

"EMRC reiterates its opposition to any attempt by stations to exhort the public to cooperate with station audience measurement services whether over the air or by other means because of its possible biasing effect..."

It is Nielsen's policy to refrain from editorializing as to how levels of reported audiences may have been achieved at a given time on a specific station.

Without limiting the above, it is Nielsen's policy to generally take action, such as notations in, or withholding of data from, relevant reports, but with minimum comment, under the following circumstances, in all cases regardless of the actual impact of such activities on viewing:

a. Activities Designed or Likely to Affect Viewing

If Nielsen receives evidence of any activities conducted during a measurement period which may, in Nielsen's judgment, affect viewing, Nielsen generally will note such activities in the report, on the cover of the report (in appropriate instances) and/or on the subject Published Data Tape(s) (PDTs). See (1), (2), (3), (4) below for examples.

b. Activities Designed or Likely to Affect Nielsen's Sample

If Nielsen receives evidence of attempts to influence or change the viewing habits of NSI panel members, or to falsify their reporting, whether through the singling out of or contact with NSI panel members, through direct personal contact, through the use of the broadcast or other medium or otherwise, in addition to the right to make notations, as aforesaid, Nielsen reserves the right to withhold the subject report(s) or any part(s) thereof as Nielsen determines appropriate.



Media analysis for:

Junge Lincoln & Mercury

Presented to:

Mike Ohms

Reading time:

7 minutes

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The Truth,

If we can improve your media plan it's costing you money not to invest with our station.

But if we can't improve your media plan you shouldn't ever invest with our station.

Wouldn't you agree?



Buying media isn't magic it's math!

Media can be evaluated and understood.